DOCUMENT RESUME

ED 267 840 JC 860 130

AUTHOR Fontana, Valerie
TITLE Survey of San Mateo County High School, 1984-1985.
INSTITUTION San Mateo Community Coll. District, Calif.
PUB DATE Aug 85
NOTE 46p.
PUB TYPE Reports - Research/Technical (143) --
Tests/Evaluation Instruments (160)

EDRS PRICE MF01/PC02 Plus Postage.
DESCRIPTORS College Bound Students; Community Colleges; Community Surveys; *Educational Attitudes; *High School Students; *Parent Attitudes; Public Opinion; Questionnaires; *Student Attitudes; *Student Educational Objectives; *Teacher Attitudes; Two Year Colleges

ABSTRACT

In fall 1984, a survey was conducted of students, parents, and faculty of the San Mateo County high school community to assess their attitudes about community college education and the San Mateo County Community Colleges (SMCCC). Ten of the 30 public, private, and parochial high schools participated in the survey, including one private school and one continuation school. Responses were received from 1,397 high school freshmen, sophomores, juniors, and seniors; 330 (24%) of their parents; and 324 (52%) of the faculty members at their high schools. Study findings included the following: (1) 73% of the responding students planned to attend college immediately after high school, with 36% of these planning to begin at a community college; (2) of the students who said they did not intend to attend college (11%), the largest percentage (27%) were undecided about their plans beyond high school; (3) 48% of the college-bound students had decided to go to college during their elementary school years; (4) 75% of the faculty respondents believed that students decide to go to college during their high school years and 98% thought students waited until their junior or senior years to select a college; (5) only 36% of the faculty thought the SMCCC district was effectively communicating the transfer function; (6) 79% believed the quality of education offered by the SMCCC district was good or very good; (7) 66% of the parents indicated it was likely that their children would attend a community college; and (8) 77% of the parents thought the quality of education offered by the SMCCC district was good or very good. (LAL)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY
V. Fontana

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

U.S. DEPARTMENT OF EDUCATION
NATIONAL INSTITUTE OF EDUCATION
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

☐ This document has been reproduced as received from the person or organization originating it.
☒ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official NIE position or policy.

ED267840

SAN MATEO COUNTY COMMUNITY COLLEGE DISTRICT

SURVEY OF SAN MATEO COUNTY HIGH SCHOOLS

1984-85

JC 860 130

Survey Report Prepared by
Valerie Fontana, Coordinator
Office of School Relations
August, 1985

SAN MATEO COUNTY COMMUNITY COLLEGE DISTRICT

SURVEY OF SAN MATEO COUNTY HIGH SCHOOLS

1984-85

Table of Contents

		Page
INTRODUCTION		1
HIGHLIGHTS OF THE SURVEY FINDINGS		2
I	SURVEY PROCEDURES	4
	Instrument Development Process	4
	Sample Selection	4
	Administering the Survey	5
II	PROFILE OF THE SURVEY RESPONDENTS	6
	Students	6
	Parents	7
	Faculty	8
III	RESULTS	10
	Students	10
	College Plans and Determining Factors	10
	Perceptions of Community College Education	13
	Knowledge About the Colleges	14
	Parents	14
	Factors Determining College Choices	14
	Perceptions of Community College Education	15
	Knowledge About the Colleges	16
	Faculty	16
	Students' College Decisions	16
	Perceptions of Community College Education	17
	Knowledge About the Colleges	17
IV	INDIVIDUAL HIGH SCHOOL RESULTS	19
V	SURVEY RESPONSES BASED ON SAMPLE CHARACTERISTICS	22
VI	SUMMARY OF THE FINDINGS	24
VII	APPLICATIONS	26

Page

VIII APPENDICES

Appendix A - Student Survey Instrument 29
Appendix B - Parent Survey Instrument. 33
Appendix C - Faculty Survey Instrument 37
Appendix D - Acknowledgments, High School Personnel 40
Appendix E - Acknowledgments, SMCCCD Personnel . . . 42

INTRODUCTION

Students from high schools throughout the county have continued to make a significant contribution to the student populations of the San Mateo County Community Colleges. However, the prevailing trend of declining high school enrollment which is expected to continue for several years has made an impact on the District. As the pool of potential college students diminishes, it is necessary for the District to learn more about the educational plans of the high school community, to develop new avenues of communication and provide opportunities consistent with future students' needs.

The picture is not without promise, especially at a time when the University of California and California State University systems are demanding more rigorous admission requirements of freshmen applicants and are considerably more expensive to attend. Despite the decreasing number of high school graduates, more college bound students may be considering community colleges as an alternative for their first two years. Furthermore, the renewed emphasis on improving academic standards at all levels as well as increased importance being placed on attainment of a college education provides further impetus for students to continue their education.

Background on the Survey

In fall 1984 a seven-part research project was launched to study the San Mateo County Community College District's current and prospective student populations relative to enrollment trends and future marketing needs. One part of the project described in this report was to conduct a survey of the San Mateo County high school community: students, parents and faculty, to assess their attitudes and perceptions about community college education and, more specifically, about the San Mateo County Community Colleges. This is the first time that this District has undertaken a comprehensive survey of its feeder high school population. The survey was designed to provide information useful in strengthening articulation efforts with feeder high schools and developing new strategies to enhance communication.

Eleven of the 30 public, private and parochial high schools throughout the county were selected for the survey and ten agreed to participate, including one private school and one continuation school. The following schools, which are geographically representative of the county, took part in the project:

Burlingame	Oceana	Serra
Capuchino	Redwood	Westmoor
El Camino	San Mateo	Woodside
Half Moon Bay		

The District Office of School Relations worked with staff designated at each high school to administer and distribute the surveys. It should be noted that the cooperation and support provided by the administration of the participating high schools was an essential element in conducting this project.

HIGHLIGHTS OF THE SURVEY FINDINGS

Following are some of the significant findings generated by each of the three components of the survey:

Student Survey

** Seventy-three percent of the high school students who responded indicated they plan to attend college immediately after completing high school; 11% said they do not intend to go to college; 15% were undecided.

** The largest percentage of the respondents who do not plan to attend college are undecided about their plans beyond high school (27%). The largest percentage of those who are not college bound but have plans indicate they will join the armed forces (18%). Fifteen percent indicated they would seek full-time employment.

** Thirty-six percent of the students who plan to go to college said they will begin at a community college; 14% have plans to begin at a U.C. campus; 11% prefer a C.S.U. school, 9% indicated private colleges, and 5% mentioned out-of-state colleges. An additional 25% are undecided about the type of college they plan to attend right after high school.

** When asked how long they expected to attend college, 72% indicated an advanced level (three years or more), 26% indicated lower division level only (one to two years), and 2% planned to attend for less than one year.

** Forty-eight percent of the respondents who are college bound said they made the decision to go to college during the elementary school years. Twenty-four percent made their decision during their freshman year.

** Two-thirds of the respondents agreed that a community college is a good place for most students to begin a college education.

Faculty Survey

** Seventy-five percent of the faculty respondents believed that students make the decision to go to college during their high school years, while 25% felt the decision was made during the elementary school years.

** An overwhelming majority of 98% of the faculty respondents indicated that high school students wait until their junior and senior years to select a college to attend.

** When asked if a community college offers a comparable education to the first two years at a state college or university, 64% agreed, 22% disagreed (of which only 3% strongly disagreed), and 14% were undecided.

** Only thirty-six percent of the faculty respondents felt that the San Mateo County Community College District is effectively communicating the transfer function to high school students, while 21% felt it was not, and 43% were undecided.

** Seventy-three percent were in agreement that a community college is a good place for <u>most</u> students to begin a college education, 14% disagreed, and 13% were undecided.

** Seventy-nine percent believed the quality of educational programs offered by the San Mateo County Community College District to be good or very good, 20% were uncertain and less than 1% felt it is poor.

<u>Parent Survey</u>

** Two-thirds indicated it was likely their children would attend a community college, 13% indicated they likely would not, and 20% were undecided.

** Ninety-six percent of the parent respondents encouraged their children to attend college while less than 1% discouraged their children about college.

** The parent respondents ranked the two most important factors in determining which college to attend as 1) quality of education and 2) children's choice. The cost factor was slightly less important.

** When asked their opinion about the quality of education offered by the San Mateo County Community College District, 77% felt it is very good or good, while less than 2% felt it is poor and 21% were undecided.

** Fifty-eight percent of the respondents agreed that the first two years at a community college offer as good an education as the first two years at a state college or university. Twenty-one percent disagreed and 21% were undecided.

** Seventy-eight percent were in agreement that a community college is a good place for <u>most</u> students to begin a college education. Only 11% disagreed and 11% were undecided.

I. SURVEY PROCEDURES

A. Instrument Development Process

Three separate survey instruments were developed to allow for some degree of variation in the questions posed to each survey group: students, parents and faculty. Questions were prepared by the Coordinator of School Relations and the Public Information Officer and surveys were drafted and distributed to college and district office personnel experienced in research and those responsible for high school articulation. They were invited to comment and make suggestions on content and relevancy of the questions. Recommendations were received and several were included in the proposed survey forms.

Since the three surveys were similar in format and content, the student component was the only instrument field tested. The site selected for the field test was Westmoor High School in Daly City where it was administered to approximately 150 students in physical education classes. The responses of the test were analyzed and revealed some minor weaknesses in the response options to several questions. Based on these results, modifications were incorporated into the final survey forms.

The survey instruments (Appendices A,B,C) included questions on future plans, knowledge about the colleges, factors influencing college related decisions, attitudes toward community colleges and pertinent demographic information. The student survey consisted of 26 questions, the faculty and parents were each asked 24 questions. It was determined by the field test that the survey would take approximately 10 minutes for participants to complete.

B. Sample Selection

Based on county-wide high school enrollment of 29,061 public, private and parochial school students,* a sample size of 1400 students was targeted representing 5% of the total high school population with a sampling error of 3%. Thirteen hundred and ninety-seven students participated in the survey.

To obtain county-wide representation, eleven schools were selected with the intent to survey 150 students per school. Contact was made with school districts to explain the project and solicit permission and assistance. Ten of the eleven designated schools agreed to participate, which included a continuation school (Redwood High, Sequoia Union High School District) and a parochial school (Serra High). Personnel was identified within each school district to assist (see Appendix D). The schools varied in their preference for administering the surveys. Five preferred to have the Coordinator of School Relations visit the school and conduct the survey while the other five chose to designate their own staff for the task. Care was taken to insure that each high school which administered the survey did so according to specific procedures to minimize the risk of error.

---

* San Mateo County Office of Education figure for 1984-85

It was determined that 30-40 students per grade level at each high school would be surveyed. Additionally, to insure a typical cross-section of the school's student body in regard to sex, ethnicity and learning ability, the survey was administered to classes in which students had been randomly placed. Enrollment in such classes is not based on aptitude but usually to satisfy specific graduation requirements. Random placement classes were selected so that any student in the participating schools had a chance of being surveyed.

C. Administering the Survey

Each instrument included written directions for proceeding with the survey. Additionally, students were given a brief verbal explanation of the purpose of the survey and directions for completing it. They were also given a copy of the parent survey (with a prepared-for-mailing envelope for easy return) and directed to take it home to give to their parents. The students took an average of 10 minutes to complete their portion which was collected immediately.

The faculty component was delivered to the high school principal or designee who distributed them and collected the completed forms.

II. PROFILE OF THE SURVEY RESPONDENTS

A. Students - 1397 surveys were administered and completed (100%)

Grade Level

As described in the sample selection, procedures were designed to yield an equitable representation among the four grade levels. The actual participation was well distributed:

Freshman	24.8
Sophomore	24.2
Junior	24.8
Senior	26.2

Representation by County Area/High School of Attendance

Student respondents represent the three geographic areas of the county accordingly:

North San Mateo County - 38%
(Capuchino, El Camino, Oceana, Westmoor)

Central San Mateo County - 43%
(Burlingame, Half Moon Bay, San Mateo, Serra)

South San Mateo County - 19%
(Redwood, Woodside)

The lower percentage of response from the south county is due to two main factors: one of the targeted south county schools was not available to participate, and, the inclusion of Serra High School in the central San Mateo County area because of its location in San Mateo. It warrants mentioning that students from throughout the county attend Serra. If the percentage is based on zip codes rather than high school of attendance, the central county figure slightly decreases to 40% and the south county figure increases to 22% while the north county remains unchanged.

Ethnicity

Based on figures provided by the County Office of Education for 1984-85, the sample closely mirrors the ethnic distribution of the total county public high school population. Two areas where the sample deviates are in a slight underrepresentation of Hispanic students and a small overrepresentation of White students. Other ethnic categories (Black, Asian, Pacific Islander and Filipino) were represented in accordance with the countywide figures. The survey also included the options of "Other" and Decline to State," which collectively garnered a 4% response. The ethnic distribution of the sample is summarized in the following table:

	Frequency	Sample Percent	County High School Percent
White	824	63	62
Black	106	8	8
Hispanic	129	10	14
Filipino	82	6	6
Asian/Pacific-Islander	116	9	10
Other	31	2	-
Decline to state	18	1	-

Gender

The sample population's distribution by gender yields the following variations when compared to the County Office of Education's 1983 figures:

	Frequency	Sample Percent	County High School Percent
Males	756	55.8	51.8
Females	600	44.2	48.2

B. Parents

Of the 1397 parent surveys distributed, 330 (24%) parents responded.

Representation by County Area/High School

North County - 30%
(Capuchino, El Camino, Oceana, Westmoor)

Central County - 51%
(Burlingame, Half Moon Bay, San Mateo, Serra)

South County - 19%
(Redwood, Woodside)

When taking into consideration Serra's countywide enrollment, the figures vary accordingly when basing percentage on zip codes:

North 32%; Central 46%; South 22%

Compared to the student representation by county area, the parent response in the north county is underrepresented, the central county is overrepresented and the south county response remains consistent.

Ethnicity

The ethnicity of the parent sample is distributed accordingly: White 74%, Black 4%, Hispanic 5%, Filipo 3%, Asian 8%, Pacific-Islander 2%, Other and Unstated - 4%.

Income

Of the parents who specified household income before taxes, 24% indicate over $50,000. This sampling is not representative of the county population which averages $23,172.* Only 14% of the parents specified the $21,000-30,000 category.

Education

Parents were asked to indicate the highest level of schooling they completed. The findings show that 47% of those responding have earned a college degree (associate, bachelor's or advanced degree). An additional 28% have taken college level courses and less than 5% have not finished high school. The high percentage of college educated parents may correlate with the high percentage (73%) of students surveyed who identify themselves as college-bound and the unanimity (96%) of parents who said they encourage their children to attend college.

C. Faculty

The faculty survey instrument was distributed to all faculty members (including counselors) at each of the ten high schools. Of the 623 faculty members who received the survey, 324 (52%) responded. This substantial number of faculty responses is attributable to the various administrators at the high schools who encouraged their staff to participate and to high school faculty interest in the community college system. The total faculty responses ranged from a high of 84% to a low of 40% for the various high schools. The following table summarizes the faculty responses by high school and estimates the average years of secondary teaching experience of each faculty group.

High School	Total Faculty	No. & Percentage of Respondents	Average Years Taught at Secondary Level
Burlingame	65	31 (48%)	17
Capuchino	85	45 (53%)	17
El Camino	75	41 (55%)	15
Half Moon Bay	44	37 (84%)	11
Oceana	50	25 (50%)	20
Redwood	17	13 (76%)	22
San Mateo	80	32 (40%)	20
Serra	52	33 (63%)	12
Westmoor	79	32 (41%)	23
Woodside	76	35 (46%)	22
Totals	623	324 (52%)	18 (Average)

*1980 estimates from San Mateo County Planning Office

Faculty Representation by County Area/High School

North County (Capuchino, El Camino, Oceana, Westmoor)	44%
Central County (Burlingame, Half Moon Bay, San Mateo, Serra)	41%
South County (Redwood,* Woodside)	15%

* It should be noted that Redwood High has comparatively fewer faculty members than the other schools accounting in part for the south county's lower percentage; however, 76% of the Redwood faculty responded.

III. RESULTS

A. Students

College Plans and Determining Factors

According to survey results, attending college is an ambition considered by the majority of high school students polled. Seventy-three percent of the 1397 students surveyed indicate they plan to attend college immediately after completing high school, while only 11% said they do not intend to go on to college. An additional 15% who were undecided represent potential community college-bound students.

Of those who do not plan to attend college, the largest percentage (27%) are undecided about their plans beyond high school and 18% expressed interest in joining the armed forces. Only 15% plan to seek full time employment and another 12% felt their grades were inadequate to go to college.

Seventy-five percent of those surveyed who identify themselves as college-bound indicated a preference in the college they plan to attend right after high school:

	Sample Percent	Statewide College Going Rates* (1982)
Community college	36%	43%
University of California	14%	6%
California State University	11%	9%
Private college	9%	3%
Out-of-state	5%	-
Total	75%	61%

College plans of the survey students differ significantly from the statewide college going rates. When compared to the CPEC figures, those surveyed show greater aspirations for a college education than the statewide rate. Respondents indicating their plans to attend four-year colleges exceed the statewide rates, however, their interest in attending community colleges is 7% lower than the statewide figure. It should be noted that historically San Mateo County's college going rates to community colleges and four-year schools is typically higher than that of the statewide average.

---

*From CPEC 1982 Update - rates for 1982 high school graduates

A finding valuable to the District's high school articulation plan is the additional 25% who are undecided about their choice of college. This represents a likely target group for the community colleges. Also noteworthy is the trend that as grade level increases, the number of students selecting a community college rises significantly and the number of undecided shows a marked decrease.

The students who chose the community college category were asked to name the college they plan to attend. Seventy-five percent named one of the San Mateo County Community Colleges. Of this pool, CSM was the first choice (66%), followed by Skyline (19%) and Canada (15%). Additionally, 7% selected a community college in the Foothill-DeAnza District, 6% indicated City College of San Francisco, and 12% named various other community colleges throughout the state.

When asked how long they plan to attend college, 72% of the college bound students indicated three or more years while 26% specified one to two years. However, responses to this question show a variation by grade level; the percentage of students planning to attend for three or more years decreased with advancing grade level, and the percentage of students intending on 1-2 years of college studies increased with grade level.

Projected Years of College Attendance

	1-2 Years*	3 or More Years*
Freshman	16	71
Sophomore	19	65
Junior	27	61
Senior	29	58

*Figures expressed as percent

The link between grade level increase and lowered aspirations about college appears to have an implication for students' final selection of a college. The number of students showing preference for UC and private institutions drops dramatically by the eleventh grade while those specifying community colleges rises significantly among eleventh and twelfth graders, and the percentage specifying CSU remains stable throughout the four years. The percentage of undecided students shows a decline with each increase in grade level and a tendency to wait until their senior year to select a college.

College Preferences

	Community College*	CSU*	UC*	Private*	Undecided*
Freshman	17	11	21	11	37
Sophomore	28	13	16	11	29
Junior	43	11	8	6	28
Senior	56	12	10	7	18

*Figures expressed as percent

These findings imply that because many students' expectations exceed their qualifications for 4-year colleges, they are faced with making alternative college plans during their later years of high school.

Since many high school students have taken advantage of the District's concurrent enrollment agreement with local school districts, college-bound students were asked if they were interested in taking part in such a program. Thirty percent indicated an interest which is significantly higher than actual concurrent enrollment for the 1984-85 year, representing approximately 4% of the county high school population, or 1228 students. Thirty-seven percent were not interested and 33 percent were uncertain. These findings reveal an area for the colleges to provide more information to high school students.

One of the primary objectives of the survey was to gain insights as to when and how decisions concerning college were made. When students were asked who had the greatest influence on their decision to attend college, 61 percent named themselves. Family members were shown to have the second greatest influence (32%) and friends, teachers, and other sources account for a negligible effect.

When asked why they decided to go to college, a substantial majority of respondents (82%) cited preparation for a professional career, while only 14% stated job skill attainment.

One of the more significant findings of the survey was in regard to when students make the decision to go to college. Forty-eight percent of the respondents indicated it was decided while they were in elementary school; an additional 24% said it was decided during their freshman year. These findings remain fairly consistent at all grade levels.

Students show a substantial understanding of the costs of attending a community college. Two-thirds of the respondents were

aware that it costs much less to attend a community college than a four-year college. Questions relative to financing the cost of a college education were also included in the student survey instrument. Forty-two percent of those who intend to go to college said their families will pay college expenses while 35% said the student and family will share expenses. Only 11% thought they would apply for financial aid, 9% of the students would assume total responsibility for college expenses and 4% indicated other means. Additionally, only 45% agreed that cost is an important factor that influences the choice of a college while 34% were in disagreement and 20% were undecided.

Perceptions of Community College Education

To assist the District in learning how community colleges are viewed by the high school community, students were asked to respond to several statements which would reflect their opinion about community college education.

Students were asked to compare two years at a community college with the first two years at a California State University. Thirty-nine percent agreed that community colleges offer as good an education, 35% were undecided and 26% disagreed. However, when being viewed independently, community colleges received a more favorable response: 45% felt that a community college was a good place for most students to begin their college education while only 13% felt it was not. When given the statement, "I'll only attend a community college if I can't get into another school," the response was fairly well distributed among agreement (36%) and disagreement (38%). The remaining 26% were undecided.

In response to the statement that "Community colleges are primarily vocational schools where one can learn a trade, 40% were undecided, 34% agreed and 25% disagreed. The large number of undecided may reflect the students' unfamiliarity with the term "vocational."

Students were asked if they thought personal attention received from teachers/counselors was an advantage in attending a community college. Nearly 50% were undecided, 34% agreed with the statement, and 16% disagreed. These findings indicate that this aspect be given greater emphasis in future articulation efforts.

The survey has already established that the influence of teachers/counselors on students' decisions to attend college is not very significant. When students were asked if their teachers/ counselors believe community colleges are good places to begin a college education, 47% were undecided, 45% agreed, and only 7% disagreed. The finding provides a striking contrast to the faculty's response to the same question of which 73% agreed, indicating faculty opinions are not widely evident to high school students.

Knowledge About the Colleges

Students indicated they have learned about Canada, CSM and Skyline from a wide variety of sources. The most prevalent response cited was friends (35%). Other sources included family members, high school teachers and counselors. Interestingly, 17% said they have not heard about the Colleges, of which 44% were freshmen. The frequency of students with no knowledge of the Colleges decreases with each advancing grade level.

The students were divided in their response to how well the Colleges were providing information to help them make decisions about College: 39% felt the Colleges were not doing a good job, 34% indicated the Colleges were effective in this function, and 28% were undecided.

The freshmen surveyed demonstrated greater uncertainty than the other three grade levels when asked questions comparing the various systems of higher education. This degree of uncertainty significantly diminishes with each successive grade level. Additionally, seniors are the most knowledgeable about community colleges of all the grade levels surveyed. This increased understanding can in part be explained by the Colleges' articulation efforts which focus primarily on seniors and to a lesser extent, juniors.

B. Parents

Factors Determining College Choices

This section discusses the parent's role in orienting their children about college and the elements they identify as influential in making college related decisions.

A 96% majority of the parent respondents indicate they encourage their children to attend college. While the impact of this factor is difficult to assess, it is likely to be a contributing factor for many of the 73% of the students surveyed who consider themselves college bound.

When parents were asked if any of their children will attend a community college after high school, two-thirds responded 'definitely' or 'probably' while 20% were uncertain. This response contrasts with the 37% of the students surveyed who selected a community college. Also noteworthy is that 65% of the parents surveyed have attended a community college and in a separate question, 65% said that family members (other than the responding parent) have attended community college, indicating that nearly two-thirds of the parents are able to base their responses on direct experience.

Respondents were given a list of factors and asked to identify the two most important in determining the selection of a college.

They cited 1) quality of education (39%) and 2) children's choice (28%). Students responses support the latter whereby 61% of their responses indicate they made their own college choices and only 30% said their families had the greatest influence. The cost factor was considered slightly less important. The response percentage to the "parents choice" option was insignificant, however; given the limits of the survey, it does not reveal who appraises the quality of education.

When the subject of cost of a college education is raised apart from other factors, the respondents show a keen understanding (88%) that the cost involved in attending a community college is less than that charged by the four-year colleges. Sixty percent of the parents surveyed agreed that it is an important factor which does influence their children's choice of a college.

In viewing the various responses of the parents in terms of encouragement provided, costs involved and evaluating the quality of education, there appears strong possibility that parents play a major role in influencing their children's college decisions.

Perceptions of Community College Education

The questions in this category were very similar to those posed in the student survey instrument. The findings suggest that the parents have a generally favorable view of community college education. Additionally, the survey established (in the previous section) that parents have a high degree of familiarity with community colleges.

When given the statement "Two years at a community college offer as good an education as the first two years at a state college or university," 58% were in agreement while 21% were undecided and 20% disagreed. Consistent with the student findings, community colleges receive a more positive response when being viewed separately from four-year colleges in terms of being good places for most students to begin a college education; 78% of the parents were in agreement and only 10% disagreed.

In regards to the statement that "Community colleges are only appropriate for students who are not eligible to enroll in four-year schools," three-quarters of the parents disagreed while only 13% were in agreement. This indicates that parents recognize the varied role of the community colleges in providing education to students at varying levels of preparation and achievement. In addition, slightly more than two-thirds of the parents understand that community colleges are <u>not primarily</u> vocational schools for learning trades.

When asked if they thought an advantage of attending a community college is the personal attention students receive from teachers and counselors, the largest number of respondents (44%) were undecided, 39% were in agreement and 17% disagreed.

Knowledge About the Colleges

The majority of the parents (54%) feel Canada, CSM and Skyline are doing a good job of providing information to help the family make decisions about college. Twenty-nine percent were undecided and 17% disagreed.

One third of the parents indicated that their primary means of information about Canada, College of San Mateo and Skyline has been from various community sources (including schedules and other college materials received in the mail. Lesser mentioned sources were friends, children's high school, newspaper (ads and stories) and family members.

Finally, when asked their opinion about the quality of the educational programs in the District, 77% agreed that it was good or very good, 21% were uncertain and less than 2% felt the quality was poor. Parents were invited to add comments about the San Mateo County Community Colleges and a considerable number did so. Though not included in this report, they have been documented and will be useful in providing a subjective view of the Colleges.

C. Faculty

Students' College Decisions

The findings of the faculty survey reveal that teachers and counselors believe most students make college related decisions toward the final two years of high school. In contrast to the 48% of the students surveyed who indicated the decision was made while in grammar school, only 25% of the faculty concurred with the students. The greatest number of faculty (34%) felt that most students decide during their junior year of high school.

In regard to when most students make their selection of a college, 98% of the faculty respondents indicated during the senior and junior years (66% and 32%, respectively) and less than 2% indicated prior to the junior year.

According to faculty findings, students' decisions coincide with college/university admissions timelines. A variety of reasons can be considered for the timing, including: high schools placing greater emphasis on college/career choices during the later high school years; students wait to see how successful they have been in high school; and college recruiting efforts are more intensely focused on juniors and seniors.

The faculty identified the main factors which they feel hinder students from attending college, the most common being students' lack of interest in continuing their education (63%), followed by inadequate grades earned in high school (13%), and the need to earn money (12%). Relatively few faculty respondents (3%) identified cost as a factor.

Perceptions of Community College Education

Significant to faculty responses in this section is the finding that 64% of the participating faculty have attended a community college. These responses do not necessarily refer to the San Mateo County Community Colleges specifically, but rather community colleges in general.

When comparing the first two years at community college with that at a state college/university, 64% of the faculty felt it was a comparable education, 22% did not agree and 14% were undecided. However, consistent with the student and parent findings, community colleges are more favorably acknowledged when viewed apart from other institutions. When asked if a community college is a good place for most students to begin a college education, those in agreement accounted for 73% of the responses.

In response to the statement, "An advantage of attending a community college is the personal attention students receive from teachers and counselors," opinion was somewhat divided: 43% supported the statement, 34% did not, and 23% were undecided.

Relative to vocational education, faculty were given the statement "Community colleges are primarily vocational schools where one can learn a trade," a 77% majority disagreed, 13% were undecided and 10% agreed.

Nearly three-fourths of the faculty do not recommend community colleges as the students' last resort in selecting a college; 72% disagreed with the statement that they would only advise a student to attend a community college if he/she couldn't get in elsewhere, and 7% were undecided.

Knowledge About the Colleges

The faculty was provided with a list of the six missions of the community colleges and asked to determine the degree to which they consider them important. They identified (in order) transfer programs/lower division, occupational education/job training, and general education as the most important and placed less emphasis on community education, basic skills and student services.

The responses to rating the colleges' effectiveness in communicating the transfer function to high school students exposes an area of concern by the faculty and an area for the District to address: only 36% felt the District was effective in this endeavor, 21% felt it was not, and 43% were undecided.

The faculty respondents were asked how they receive information about the colleges. Though none of the sources listed captured a majority of responses, 20% cited former students, 18% said high school personnel, and less-mentioned sources included faculty members' own experience by attending classes in the District, friends, and interaction with college personnel. This finding reveals a need to increase faculty-to-faculty articulation practices.

In regard to their students receiving information about the colleges, 47% indicated that Canada, CSM and Skyline were doing a good job of providing information to prospective students while 40% were undecided and 13% disagreed.

Finally, faculty expressed a high regard for the quality of educational programs in the San Mateo County Community College District. Seventy-nine percent indicated the quality was very good or good, 20% were uncertain and less than 1% felt the quality was poor.

As in the parents survey, the faculty respondents were asked to offer comments and elaborate on opinions about the colleges. Many did so and though not included in this report, their comments have been compiled and provide an additional faculty perspective.

IV INDIVIDUAL HIGH SCHOOL RESULTS

Highlighted in this section are response variations among participating high schools.

The following table summarizes students' college plans by high school:

	College Bound*	Not College Bound*	Undecided*
Serra	89	5	6
San Mateo	82	6	12
Burlingame	78	8	14
Half Moon Bay	76	11	13
Woodside	73	7	20
Oceana	72	13	15
El Camino	72	14	14
Westmoor	69	12	19
Capuchino	63	21	16
Redwood	52	24	24

*Figures expressed as percent.

Interestingly, the results have decisively split the north and central county schools by county area. Students in the four central county high schools (listed in succession) display the greatest interest in going to college, with the private school accounting for the largest percentage of college-bound students. The south county school demonstrated slightly less interest; however, it shows a proportionally higher percentage of students who are undecided. The four north county schools (also listed in succession) indicate somewhat less ambition for college than their peers in central and south county; finally, the continuation school includes the largest percentage of students who are 1) undecided and 2) not planning on attending college.

In viewing students' selection of a college, there appear several variations in preference among the high schools.

	CCC*	CSU*	UC*	Private*	Other*	Undecided*
Burlingame	45	8	14	9	4	20
Capuchino	38	13	12	4	3	30
El Camino	31	12	12	5	5	35
Half Moon Bay	41	10	16	7	3	23
Oceana	36	13	6	13	4	28
Redwood	77	1	-	1	9	12
San Mateo	28	13	19	8	5	27
Serra	11	16	23	18	3	29
Westmoor	31	16	20	6	2	25
Woodside	43	11	9	11	6	20

*Figures expressed as percent.

The high school that most frequently selected "community college" was Redwood (77%), followed by Burlingame (45%), Woodside (43%), Half Moon Bay (41%), and Capuchino (38%). Among the ten schools, Serra students showed the least interest in attending a community college (11%); however, Serra also accounted for the third highest percentage of undecided students (29%). Six schools showed a considerable percentage (25 and over) of undecided responses, including the four north county high schools: El Camino (35%), Capuchino (30%), Oceana (28%), Serra (29%), San Mateo (27%) and Westmoor (25%).

Other distinctions among the high schools that add significance to the survey include the following:

Students

** Of the ten schools surveyed, Redwood High students indicated the highest percentage of students (20%) who would be solely responsible for their college expenses.

** The students who most frequently indicated they would apply for financial aid to help defray educational costs attended Oceana (21%), Westmoor (14%) and Capuchino (13%), Redwood (12%), Serra (12%). This finding is consistent with the economic profile of the north county, where the first three schools are located.

** A substantially larger percentage of Redwood students said they decided to attend college during their later high school years. Student respondents from all other high schools clearly indicated the decision was made sometime between grammar school and their freshman year of high school.

Parents

** The largest percentage of parent respondents who said their children will attend community college are Redwood (88%), Oceana (86%) and Capuchino (78%). The largest percentage of parents who indicated their children would probably not or definitely not attend community college were Serra (29%), San Mateo (20%) and Westmoor (17%).

** Those parents who most often indicated cost was the main factor in selecting a college represented Oceana (57%), Redwood (41%), Capuchino (33%) and Westmoor (31%). These responses are fairly consistent with those of the students.

** When viewing the parents' opinions of quality of educational programs in the San Mateo County Community College District, there appears a wide variation among the schools. The most frequent, favorable responses (very good, good) were from parents whose children attended Capuchino (93%), Serra (85%), Woodside (83%) and Redwood (82%). The greatest divergence of opinion about this question was from the Westmoor parents, of whom only 50% felt the quality was very good or good and 50% were uncertain.

Faculty

** Faculty responses from seven of the schools surveyed indicated they believe most students decide during their junior and senior years to go to college. Schools whose faculty opinion differed include: Burlingame faculty who by a 54% majority said students make their decision during grammar school; San Mateo faculty responses were split between grammar school and junior year of high school, and Redwood, whose faculty indicated senior year. Redwood's response probably reflects a difference between students enrolled in a comprehensive high school versus students attending a continuation high school.

** When asked their opinion of the quality of the educational programs in the District, the faculty from four schools who indicated the highest regard were Burlingame (100%), Capuchino (91%), San Mateo (87%) and Redwood (84%). Conversely, nearly one-third of the faculty at El Camino, Westmoor, Half Moon Bay and Oceana indicate uncertainty about the quality of the SMCCCD programs.

V. SURVEY RESPONSES BASED ON SAMPLE CHARACTERISTICS

Students

Gender: Although the majority of the questions yielded no difference in response based upon gender, there were a select few which produced findings worth mentioning.

The percentage of females surveyed planning to attend college exceeds that of the males surveyed by 10%. A partial explanation of this may be that the armed forces is an option considered by more males (24%) than females (8%).

Community colleges were selected by 44% of the female respondents while only 30% of the males indicated community college as their choice of college right after high school. In all categories of 4-year schools as well as undecided option, male responses exceeded that of females. In support of this finding, a 10% greater percentage of females felt community colleges were good places for most students to begin a college education.

Ethnicity: College plans by students' ethnic background are represented in the following table:

	College Bound*	Not College Bound*	Undecided*
White	73	13	14
Black	71	7	22
Hispanic	72	12	16
Filipino	80	5	15
Asian	92	2	6
Pacific-Islander	67	15	18

*Figures expressed as percent.

The data in this table seem to indicate that Asian respondents have the greatest aspirations for college and show the lowest percentage of students (1) not planning to attend college and (2) undecided about college plans. Black respondents show the highest rate of uncertainty, and Pacific-Islander students represent the largest percentage not likely to attend college.

In regard to selection of a college, community college was the first choice of the White (38%), Black (40%), Hispanic (39%), and Pacific-Islander (48%) respondents, whereas the Asian respondents favored University of California by 39%. Filipino students' most common response was "undecided."

In response to whether or not family members have attended community colleges the ethnic breakdown yields some interesting findings:

	Yes	No	Uncertain
White	58%	26%	16%
Black	67%	16%	17%
Hispanic	57%	35%	8%
Filipino	48%	33%	19%
Asian	45%	40%	15%
Pacific-Islander	55%	26%	19%

The Black students comprise the largest percentage who have family members who have attended community colleges. Asian students responded with the largest percentage whose families have not attended community colleges, which could be a factor influencing the Asian students' preference for the University of California over community colleges.

Students were asked to determine if cost is an important factor influencing their choice of a college. The response of the various ethnic groups is summarized in the following table:

	Agree	Disagree	Undecided
White	42%	37%	21%
Black	50%	33%	17%
Hispanic	62%	21%	17%
Filipino	45%	30%	17%
Asian	33%	44%	23%
Pacific-Islander	58%	15%	27%

More Asians (44%) than any other group indicate cost is not an important factor in determining their choice of college which may partially explain the response by 52% of Asian respondents who listed community college as their last choice of a college. In addition, a larger percentage of Asian students than all other ethnic groups (55%) said their families will finance their college education. Those who most often agreed that cost is an important factor in determining the selection of a college were the Hispanic students (60%). Additionally, 20% of Hispanic students indicated they would apply for financial aid, the largest percentage among the ethnic groups.

When asked if the San Mateo County Community Colleges were doing a good job providing information about college, the highest percentage of dissatisfaction was among White students (44%) and Asians (41%). Those who expressed the greatest satisfaction with the information they receive were the Black, Hispanic, Filipino and Pacific-Islander students. This could reflect the effectiveness of the special efforts of the colleges' EOPS outreach programs.

VI SUMMARY OF THE FINDINGS

The students who participated in this survey showed considerable interest in pursuing a college education. While the percentage of those intending to attend college exceeds that of the statewide college going rates, it is indicative of San Mateo County rates which are typically higher than the statewide average. Overall, the majority of college bound respondents state an interest in earning a bachelor's degree or higher; however, there appears greater ambition for attending college for three or more years among young high school students than among their older counterparts (eleventh and twelfth graders).

The survey revealed a significant number of students undecided about their college plans or about their plans beyond high school. The following groups of undecided students represent a prospective clientele for the community colleges:

25% of the college bound respondents are undecided about their choice of a college.

15% of the students surveyed are undecided about their plans after high school.

27% of those surveyed who do not plan to attend college are undecided about their future plans (5% of total survey sample).

While the majority of students decided to go to college by the end of their freshman year, the selection of a college is generally decided during the final two years of high school. The survey also suggests that as grade level increases, two consequences arise: the percentage of students who are undecided about their selection of a college declines and the percentage of students choosing to attend a community college significantly increases.

Students expressed a substantial degree of uncertainty in their perceptions of community colleges. Specifically, they seem unaware of the advantages of attending a community college and are largely unfamiliar with their teachers and counselors' opinions of community college education.

Students receive information to assist them in their college decisions from a variety of sources, including parents/family members, friends and high school school staff. Information provided by the colleges was not found particularly helpful according to the students surveyed.

The survey parents constitute a group that is well familiarized with community colleges, the majority of which expressed high regard for community college education. A considerably larger percentage of parents selected a community college education for their children than was indicated by the students. They identified

the quality of education offered and their child's choice as the two most influential factors in selecting a college and, relevant to this finding, a substantial majority highly rated the quality of the District's educational programs. Though parents and students indicate college decisions rest largely with the students, the overwhelming majority of parents encourage their children to attend college and this should be considered a contributing factor in the student's decision making process.

Faculty participants are knowledgeable of community college education based primarily on their own experience at a community college, interaction with college staff and information shared by their former students. The overall opinion expressed toward the colleges was generally favorable. Although the San Mateo County Community College District received high ratings for the quality of its educational programs, the faculty indicated concerns about the effectiveness of the District in communicating the transfer function and in providing general information about the colleges to the high school community.

One of the most striking differences of opinion between faculty and students was on the question of when students decide to go to college. The faculty strongly felt most students delay this decision until the final two years of high school while the majority of students said it was decided by their freshman year. The faculty were uniform in identifying the primary reason students choose not to attend college as the lack of interest.

Finally, faculty respondents considered the importance of the missions of the community college, placing great emphasis on delivery of (1) transfer education/lower division, (2) occupational education/ job training, and (3) general education.

VII APPLICATIONS

The data generated by this report will be very useful in the District's ongoing high school articulation efforts. Specific to the District, the findings reveal areas of strength as well as areas requiring special attention. The following proposed activities are designed to address the needs highlighted by this report (this list is not to be considered all-inclusive):

1. Faculty Articulation

   Faculty responses affirmed the need to strengthen the contacts between college and high school staff and for the colleges to better inform the high schools about issues of mutual interest and concern. Two suggested activities include:

   a. Development of a newsletter distributed regularly (3-4 issues per academic year) to high school guidance staff and faculty. This newsletter will contain timely information about the colleges of relevance to the high schools (application timelines, concurrent enrollment information, announcements of new programs, testing dates, etc.).

   b. Increase opportunities for instructional and student services articulation between the high schools and colleges, especially those designed to strengthen academic skills (such as the AIMS Project, Articulation in Math and Science, co-sponsored by Skyline College and the South San Francisco Unified School District), and to examine other successful articulation models which may have components adaptable to the District and local high schools.

2. Contacts with Students and Parents

   Because the survey results indicate that many students are giving thought to college prior to their high school years, contact with students and parents should be initiated earlier and intensified throughout the high school years. Earlier contacts should not only assist the sizable number of undecided students but inspire more university-eligible students to consider one of the District's colleges. To enhance this expanded articulation practice:

   a. Students should be encouraged to plan their academic program for attending community college as they would in preparing for four-year colleges.

   b. Qualitative information should be shared with students and parents relative to the successful performance of District transfer students and of the successful placement rates among students completing vocational programs.

c. Provide additional information to students, parents and faculty about the benefits of attending community college in San Mateo County. Particular attention should focus on the respective high schools participating in this survey (1) with significant numbers of undecided students and (2) those who indicated a lack of knowledge about community college education.

3. Communicating the Transfer Function

Faculty responses denoted concern and uncertainty about the District's present practice of providing information to high school students about transfer opportunities at the colleges. In response to this finding, the District's efforts in marketing transfer education requires more effective dissemination of information to students, parents and faculty (see 2b). To better promote this function, a transfer brochure will be developed outlining the transfer process and highlighting the advantages of being a transfer student (including information about quality and extensive range of programs, small class size, transfer rates to four-year colleges, cost, etc.).

4. Targeted Recruiting

To further reduce the effects on the colleges of declining high school enrollments and the loss of students to other institutions, there is a need to (1) increase high school students' exposure to the colleges, and (2) create new opportunities for high school students and graduates who otherwise would not be attending one of the District's colleges.

a. Provide incentives to attract outstanding high school students to the colleges by implementing an honors program at each college consisting of a wide range of activities (such as honors classes, special seminars, opportunities for program acceleration, summer program, special services, recognition for participating, etc.).

b. Further promote the concurrent enrollment program to high school students, parents and faculty with emphasis on the enrichment benefits gained from enrollment in the program. It is hoped that these students will continue to enroll at the colleges as first time freshmen.

c. Increase outreach activities to contact greater numbers of students from ethnic groups who are underrepresented in the San Mateo County Community Colleges. Recruiting should underscore the special services and programs available to assist these students in pursuing their college education and to help raise the aspirations of those not planning to attend college. Follow-up visits/contacts with prospective third world students should be included.

d. A focused effort should be directed towards students who are indefinite about their plans beyond high school. They should be provided with information about vocational programs and opportunities for career exploration and job placement.

EVALUATION SURVEY

CONDUCTED BY SAN MATEO COUNTY COMMUNITY COLLEGE DISTRICT

STUDENT COMPONENT

The purpose of this questionnaire is to assist the San Mateo County Community College District to learn more about students' opinions and attitudes concerning community college education.

This is not a test; there are no right or wrong answers; and your answers will be confidential. Please mark ONE answer for each question by circling the letter next to your response.

1. Are you planning to go to college right after you complete high school?

   A. Yes
   B. No
   C. Undecided

   (If yes, skip to number 3.)

2. If no, why not?

   A. Work full time
   B. Plan to join the Armed Services.
   C. Cost
   D. My grades are not high enough.
   E. I haven't taken the proper courses.
   F. Not interested in college.
   G. I don't know what I want to do.
   H. Other (specify) _____

   (skip to number 12.)

3. If you plan to go to college, which type of college do you plan to attend right after high school?

   A. Community college
   B. California State University
   C. University of California
   D. Private college/university
   E. Undecided
   F. Other (specify) _____

4. If you checked community college, which one?

   A. Canada College
   B. College of San Mateo
   C. Skyline College
   D. San Francisco City College
   E. Foothill College
   F. De Anza College
   G. Other (specify) _____

5. How long do you expect to attend college?

   A. Less than 1 year
   B. 1-2 years
   C. 3-4 years
   D. More than 4 years

6. From which source have you learned the most about Canada College, College of San Mateo, or Skyline College?

A. I have not heard about these colleges.
B. Newspaper ads and stories
C. Friends
D. Family
E. Brochures in the mail
F. High school counselor or teacher
G. Radio ads
H. Other (specify) _____

7. Who had the greatest influence on your decision to attend college?

A. Myself
B. Family members
C. Teacher or counselor
D. Friends
E. Other (specify) _____

8. Why did you decide to attend college?

A. To learn job skills
B. To prepare for a professional career
C. To meet new people
D. To get away from home
E. To be with my friends
F. Other _____(specify)

9. Are you interested in taking classes at the local community college while you are still in high school?

A. Definitely yes
B. Probably yes
C. Uncertain
D. Probably no
E. Definitely no

10. Who will pay for your college education?

A. Parent/relative
B. I will.
C. My family and I will share expenses.
D. I intend to apply for financial aid.
E. Other (specify) _____

11. When did you decide to go to college?

A. During elementary school
B. During my freshman year
C. During my sophomore year
D. During my junior year
E. During my senior year

12. Has any member of your family attended a community college?

A. Yes
B. No
C. Unknown

For the following nine questions, please circle A through E to indicate if you strongly agree, agree, are undecided, disagree or strongly disagree.

		Strongly agree	Agree	Un-decided	Disagree	Strongly disagree
13.	Two years at a community college offer as good an education as the first two years at a state college/university.	A	B	C	D	E
14.	Canada, CSM and Skyline Colleges are doing a good job of giving me information to help me decide about attending college.	A	B	C	D	E
15.	A community college is a good place for most students to begin a college education.	A	B	C	D	E
16.	The cost per year of attending a community college is much lower than 4-year schools.	A	B	C	D	E
17.	Cost is an important factor influencing my choice of college.	A	B	C	D	E
18.	I'll only attend a community college if I can't get into another school.	A	B	C	D	E
19.	Community colleges are primarily vocational schools where one can learn a trade.	A	B	C	D	E
20.	An advantage of attending a community college is the personal attention students receive from teachers and counselors	A	B	C	D	E
21.	My teachers and counselors believe that a community college is a good place to begin a college education.	A	B	C	D	E

22. What is your grade level?

A. Freshman
B. Sophomore
C. Junior
D. Senior

23. Which high school do you attend?

A. Burlingame
B. Capuchino
C. El Camino
D. Half Moon Bay
E. Menlo-Atherton
F. Oceana
G. Redwood
H. San Mateo
I. Serra
J. Westmoor
K. Woodside

24. What is your ethnic background?

A. White
B. Black
C. Hispanic, Latin American
D. Filipino
E. Asian
F. Pacific Islander
G Other (specify) _____
H. Decline to state

25. What is your sex?

A. Male
B. Female

26. What is your zip code? _____

Thank you for participating in this survey.

EVALUATION SURVEY

CONDUCTED BY THE SAN MATEO COUNTY COMMUNITY COLLEGE DISTRICT

PARENT COMPONENT

The purpose of this survey is to assist the San Mateo County Community College District to learn more about parents' opinions and attitudes concerning community college education. Your responses are of considerable value to our survey and will be confidential. Please return the completed survey in the enclosed postage paid envelope as soon as possible.

Please read each item carefully. Select the response that most clearly represents your feelings by circling ONE response per question.

1. **Have you ever attended a community college?**

   A. Yes
   B. No

2. **Has any other member of your family ever attended a community college?**

   A. Yes
   B. No

3. After high school, will any of your children attend a community college?

   A. Definitely yes
   B. Probably yes
   C. Uncertain
   D. Probably no
   E. Definitely no

4. To what extent do you encourage your children to attend college?

   A. Strongly encourage
   B. Encourage
   C. No opinion
   D. Discourage
   E. Strongly discourage

5. What factor is the most important one in determining which college your son or daughter will attend?

   A. Cost
   B. Location
   C. Son/daughter's choice
   D. Parental choice
   E. Quality of education offered
   F. Other _____ (specify)

6. What factor is the next most important one?

   A. Cost
   B. Location
   C. Son/daughter's choice
   D. Parental choice
   E. Quality of education offered
   F. Other _____ (specify)

7. How have you learned about Canada College, College of San Mateo, Skyline College?

A. Newspaper ads and stories
B. Family
C. Friends
D. Your child's high school
E. Community sources
F. This questionnaire
G. Other (specify) _____

8. What is your opinion about the quality of the educational programs in the San Mateo County Community College District?

A. Very good quality
B. Good quality
C. Uncertain
D. Poor quality
E. Very poor quality

For the following 8 questions, please circle A through E to indicate if you strongly agree, agree, are undecided, disagree, or strongly disagree.

	Strongly Agree	Agree	Un-decided	Disagree	Strongly Disagree
9. Two years at a community college offer as good an education as the first two years at a state college/university.	A	B	C	D	E
10. Canada, CSM and Skyline are doing a good job of providing information to help us decide about my child(ren) attending college.	A	B	C	D	E
11. A community college is a good place for most students to begin a college education.	A	B	C	D	E
12. Community colleges are only appropriate for students who are not eligible to enroll in 4-year schools.	A	B	C	D	E
13. The cost per year of attending a community college is lower than 4-year schools.	A	B	C	D	E
14. Cost is an important factor influencing my child's choice of college.	A	B	C	D	E
15. Community colleges are primarily vocational schools where one can learn a trade.	A	B	C	D	E
16. An advantage of attending a community college is the personal attention students receive from teachers and counselors.	A	B	C	D	E

17. How many children are in your family?

A. One
B. Two
C. Three
D. Four
E. Five
F. More than five

18. What is the highest level of schooling you completed?

A. Elementary school
B. Some high school
C. High school graduate
D. Some college
E. Associate Degree (2-year degree)
F. Bachelor's Degree (4-year degree)
G. Advanced degree
H. Certified occupational training
I. Other _____ (specify)
J. Decline to state.

19. What is your ethnic background?

A. White
B. Black
C. Hispanic, Latin American
D. Filipino
E. Asian
F. Pacific Islander
G. Decline to state
H. Other

20. Sex:

A. Male
B. Female

21. What high school does your son or daughter attend?

A. Burlingame
B. Capuchino
C. El Camino
D. Half Moon Bay
E. Menlo-Atherton
F. Oceana
G. Redwood
H. San Mateo
I. Serra
J. Westmoor
K. Woodside

22. What is your household income before taxes?

A. Under $5,000
B. $ 5,000-10,000
C. $11,000-20,000
D. $21,000-30,000
E. $31,000-40,000
F. $41,000-50,000
G. More than $50,000
H. Decline to state

23. What is your ZIP code? _____

24. Do you have any other comments about Canada College, College of San Mateo or Skyline College that you would like to share with us?

_____

_____

_____

_____

The San Mateo County Community College District thanks you for your participation in this survey.

EVALUATION SURVEY

CONDUCTED BY THE SAN MATEO COUNTY COMMUNITY COLLEGE DISTRICT

FACULTY COMPONENT

The purpose of this survey is to assist the San Mateo County Community College District to learn about students, parents and faculty members' opinions and attitudes concerning community college education. Your response is of considerable value to the outcome of this survey. Your answers will be confidential.

Please circle the letter of the ONE response for each question which most clearly represents your feeling.

1. When do most students decide whether or not they will attend college?

   A. Elementary school
   B. Freshman year
   C. Sophomore year
   D. Junior year
   E. Senior year

2. When do they decide which college they want to attend?

   A. Elementary school
   B. Freshman year
   C. Sophomore year
   D. Junior year
   E. Senior year

3. In your opinion, what is the main reason why students decide not to go to college?

   A. Cost
   B. Peer pressure
   C. Grades are too low.
   D. Need to earn money
   E. No desire to continue their education
   F. Did not take proper courses.
   G. Family related
   H. Other (specify) _____

4. From which source have you learned the most about Canada College, College of San Mateo, and Skyline College?

   A. Newspaper ads and stories
   B. Friends
   C. Family
   D. High school personnel
   E. College personnel
   F. Radio ads
   G. Former students
   H. Other (specify) _____

Rank the following six missions of the community college in order of importance to you. A = highest, F = lowest. Use each value only once.

5. __ Basic skills
6. __ Community education
7. __ General education
8. __ Lower division/transfer programs
9. __ Occupational education/job training
10. __ Student service programs

In the following six questions, please circle A through E to indicate if you strongly agree, agree, are undecided, disagree or strongly disagree.

		Strongly Agree	Agree	Un-decided	Disagree	Strongly Disagree
11.	Two years at a community college offer as good an education as the first two years at a state college/ university.	A	B	C	D	E
12.	Canada, CSM and Skyline College are doing a good job of providing information to prospective students in deciding about attending college.	A	B	C	D	E
13.	A community college is a good place for most students to begin a college education.	A	B	C	D	E
14.	Canada, CSM and Skyline Colleges are effectively communicating the transfer function to high school students.	A	B	C	D	E
15.	Community colleges are primarily vocational schools where one can learn a trade.	A	B	C	D	E
16.	An advantage to attending a community college is the personal attention students receive from teachers and counselors.	A	B	C	D	E
17.	I would only advise a student to go to a community college if he/she couldn't get in elsewhere.	A	B	C	D	E

18. What is your opinion about the quality of the educational programs in the San Mateo County Community College District?

A. Very good quality
B. Good quality
C. Uncertain
D. Poor quality
E. Very poor quality

19. Have you ever attended a community college?

A. Yes
B. No

20. Sex:

A. Male
B. Female

21. At which high school are you employed?

A. Burlingame
B. Capuchino
C. El Camino
D. Half Moon Bay
E. Menlo-Atherton
F. Oceana
G. Redwood
H. San Mateo
I. Serra
J. Westmoor
K. Woodside

22. Number of years of teaching at high school level: _____

23. Subject area(s) taught _____

Additional comments you would like to share with us?

_____

_____

_____

_____

The San Mateo County Community College District thanks you for participating in this survey.

ACKNOWLEDGMENTS

High School Personnel

Special thanks are extended to the following individuals who were instrumental to the college District in conducting this survey. In addition, the District would like to express its appreciation to the students, parents and faculty members who participated.

Cabrillo Unified School District
Earl McMaster, Assistant Superintendent

Half Moon Bay High School

Jefferson Union High School District
Thanos Panagoulias, Director, Pupil Personnel Services

Oceana High School
Alphonso Campbell, Principal

Westmoor High School
Tom Mohr, Principal
Barbara Bosio, Faculty Member
Byron Van Alstyne, Faculty Member

San Mateo Union High School District
Nicholas Gennaro, Superintendent

Burlingame High School
Lawrence Teshara, Principal
Ray Brown, Head Counselor

Capuchino High School
Samuel Johnson, Jr., Principal

San Mateo High School
Dan Stone, Assistant Principal, Guidance

Sequoia Union High School District
Rena Bancroft, Assistant Superintendent, Educational Services

Redwood High School
Fred Mangini, Principal
Margaret Williams, Counselor

Woodside High School
John Ott, Principal
Roberto Berrera, Administrative Vice Principal

South San Francisco Unified School District
Warren Hagberg, Administrative Assistant to the Superintendent

El Camino High School
Bob Warfield, Head Counselor

Serra High School
Edward Williams, Director of Guidance

Appendix E

SMCCCD PERSONNEL

Acknowledgments

Assistance with this research project was generously provided by the following individuals. Their contributions and expertise were welcome resources and their efforts are gratefully appreciated.

Donald Brown, Ed.D., Social Science and History Instructor, Skyline College

Barbara Christensen, Communications and Public Information Officer

Helen Della Pietra, Executive Secretary

James M. Upton, Director of Information Systems

James C. Wyatt, Vice Chancellor

ERIC CLEARINGHOUSE
FOR JUNIOR COLLEGES
MAY 15 1986